

C 2106

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Name.....

Reg. No.....

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.B.A.

BBA IVB 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I

*Answer all questions.*

*Each question carries 1 mark.*

- 1) When the company follows one product one segment principle, it is :
  - (a) Undifferentiated marketing.
  - (b) Differentiated marketing.
  - (c) Concentrated marketing.
  - (d) All of the above.
- 2) Perception is a part of :
  - (a) Personal factors.
  - (b) Psychological factors.
  - (c) Cultural factors.
  - (d) Social factors.
- 3) The person of the family who senses the need for the purchase, known as :
  - (a) Influencer.
  - (b) Initiator.
  - (c) Decider.
  - (d) User.
- 4) A strategy of increasing sales by improving existing products or developing new products for current markets, is
  - (a) Market Development.
  - (b) Product Development.
  - (c) Diversification.
  - (d) None of the above.
- 5) To fix the price Rs. 99.95 of an article instead of Rs. 100, is a policy of :
  - (a) Customary Pricing.
  - (b) Promotion Pricing.
  - (c) Psychological Pricing.
  - (d) None of the above.
- 6) Modern Marketing begins and ends with \_\_\_\_\_.
- 7) \_\_\_\_\_ is that part of brand that can be spoken including letters, words and numbers.
- 8) The only revenue producing element in the marketing mix is \_\_\_\_\_.

Turn over

- 9) Arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the minds of target consumers \_\_\_\_\_.
- 10) The set of basic values and behaviours learned by a member of society from family and other important institutions is called \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

*Answer any eight questions.*

*Each question carries 2 marks.*

- 11) Define Marketing Mix.
- 12) What is market segmentation ?
- 13) What is an augmented product ?
- 14) What is a trade mark ?
- 15) What is salesmanship ?
- 16) What is a coupon ?
- 17) What is penetration pricing policy ?
- 18) What is a channel of distribution ?
- 19) What is ambush marketing ?
- 20) What is market targeting ?

(8 × 2 = 16 marks)

### Part III (Short Essays)

*Answer any six questions.*

*Each question carries 4 marks.*

- 21) What are the characteristics of services ?
- 22) Explain the various factor influencing consumer behaviour.
- 23) Explain the different kinds of discounts ?
- 24) What is promotion mix ? Write any six important factors influencing promotion mix.
- 25) What are the factors affecting selection of an advertisement media ?
- 26) What are the various schemes of sales force promotion ?

- 27) What are the functions of Channel of distribution ?
- 28) What the different types of marketing concepts/philosophies ?

(6 × 4 = 24 marks)

**Part IV (Long Essays)**

*Answer any two questions.*

*Each question carries 15 marks.*

- 29) What is PLC ? Explain the concept of PLC with the important features in each stage.
- 30) Define marketing. Explain the functions of marketing.
- 31) Define Marketing environment. Explain the micro and macro marketing environment of an organisation.

(2 × 15 = 30 marks)